

A 25-Year Odyssey Through Luxury Tourism Research

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This study conducts a bibliometric and systematic literature review (SLR) of luxury tourism research, analysing 72 Scopus-indexed articles from 2000 to 2025. The findings reveal a growing interest in luxury tourism, with publication peaks in 2024 (14 articles) and notable growth between 2022 and 2023. Italy leads in research output (8 articles), followed by the UK, New Zealand, and China (7 each), while developing nations like Indonesia remain underrepresented. Thematic analysis identifies key clusters, including socio-economic impacts, luxury consumer behaviour, and sustainability in hospitality. Research predominantly employs qualitative methodology (38 studies) as the primary data collection tool. Emerging trends emphasize digitalization, sustainability, and experiential luxury tourism, with increasing use of AI, machine learning, and social media analytics. The study highlights the multi-disciplinary nature of luxury tourism, intersecting with business, social sciences, and environmental studies. Mixed-method approaches are gaining traction, blending qualitative depth with quantitative generalizability. Key challenges include balancing luxury tourism's economic benefits with sustainability and addressing infrastructural gaps in emerging destinations. The vosviewer analysis underscores global research collaborations, with Europe and Asia as dominant contributors. Practical implications suggest that stakeholders should prioritize sustainable practices, digital marketing, and personalized experiences to cater to luxury tourists. Future research should explore developing markets, cultural influences, and policy impacts to enrich the global understanding of luxury tourism dynamics.

Keywords: luxury tourism, bibliometric analysis, systematic literature review, PRISMA, digitalization, consumer behaviour



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Introduction

Conversations regarding luxury tourism are essential as this sector provides unique experiences for travelers while also exerting considerable economic, social, and environmental influence on tourist destinations. Luxury tourism is now comprehensively defined, extending beyond opulent amenities like five-star hotels and private jets to include comfort, distinctiveness, and tailored experiences that vary across market segments, including budget travellers who desire aspects of luxury in their journeys (Correia et al., 2020;

Sukmawati et al., 2018). Moreover, luxury tourism influences destination image, fosters innovation, and serves as a standard in the advancement of premium tourism services (Iloranta, 2022). Conversations on luxury tourism are essential for comprehending global issues such as sustainability, digitalization, and demographic shifts that affect supply and demand in this sector (Aeberhard et al., 2020). As scrutiny about social and environmental consequences intensifies, luxury tourism is compelled to implement sustainable practices while maintaining the quality of the experi-

ence (Spence et al., 2022). Research underscores the necessity for a comprehensive framework to comprehend the motives, actions, and expectations of luxury travellers along with the industry's capacity to respond to evolving customer preferences (Japutra et al., 2022).

Luxury tourism research is crucial due to its rapid expansion, which affects economic development, regional growth, and wealth generation, as well as impacting market segmentation and consumer behaviour (Lopes et al., 2023). Comprehending luxury tourism enables policymakers and business leaders to formulate policies that reconcile substantial economic advantages with sustainability and social responsibility, particularly as the sector adjusts to global problems like digital transformation and the COVID-19 pandemic (Kataya, 2021). Academic study in this domain also examines the evolving meanings and expectations of luxury, which are increasingly influenced by individual experiences, social standing, and cultural trends (Correia et al., 2020; Japutra et al., 2022). Examining luxury tourism offers understanding of customer motives, the influence of tailored services, and the significance of innovation in sustaining market dominance (Spence et al., 2022). Additionally, it is essential to investigate luxury tourism in emerging destinations, as this may uncover innovative frameworks for resource management, destination development, and fair growth (Thirumaran et al., 2021).

Currently, numerous countries are concentrating their tourism development on the luxury tourist sector as a principal source of revenue. Thailand and the Philippines distinguish themselves in Asia by emphasizing luxury tourism attributes, including exclusivity and authentic experiences, in their promotional efforts (Salangsang et al., 2022), whereas Turkey is methodically enhancing its services and products to appeal to affluent travellers (Demir & Saribaş, 2014). Croatia distinguishes itself via personalized service, harmony with nature, opulent architecture, and culinary expertise, yet it continues to encounter infrastructural obstacles (Prevolšek & Golja, 2024). Oman is strategically establishing itself as a luxury tourism destination in the Middle East by developing unique tourism offerings, enhancing brand visibility, and investing in premium amenities (Mishra & Kukreti,

2022). Smaller nations focusing on luxury tourism have experienced swift economic growth due to their expertise in exclusive services desired by affluent travellers (Álvarez-Albelo & Hernández-Martín, 2009). Iran has commenced the development of its luxury tourist potential by emphasizing its distinctive culture and natural beauty, although this potential remains largely unexploited (Noroozi, 2021).

We investigate luxury tourism by reviewing relevant literature. This article explores luxury tourism ideas to discuss how academics' attention of luxury tourism regarding discussed topic. This study discusses developments in luxury tourism research, the nations involved in luxury tourism, and the interconnections among related fields. Researchers examined papers from worldwide publications indexed in Scopus and using the keyword "luxury tourism". The selection of luxury tourism as the focus ensures that the literature evaluation encompasses a broad range of concepts, trends, and market dynamics, thus offering a thorough theoretical and practical framework prior to engaging in more specific derivative studies. Also, researchers limited the literature sources to Scopus-indexed papers to guarantee high quality, credibility, and scientific relevance as Scopus is one of the largest and most esteemed academic databases that offers publications subjected to a stringent peer-review process. The data gathered from this study is anticipated to foster advances in luxury tourism science and serve as a paradigm for future luxury tourism development.

Materials And Methods

This study examines luxury tourism by highlighting the perspectives of scholars. This research employs a systematic literature review (SLR) methodology characterized by a rigorous and transparent process for selecting reference materials. Researchers employed a structured and domain-specific systematic literature review to discover, analyse, and thoroughly evaluate research pertinent to the themes addressed in this study. Moreover, the researchers utilized the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology. Bibliometric analysis is a quantitative approach for discerning patterns, trends, and influence within the scientific literature of

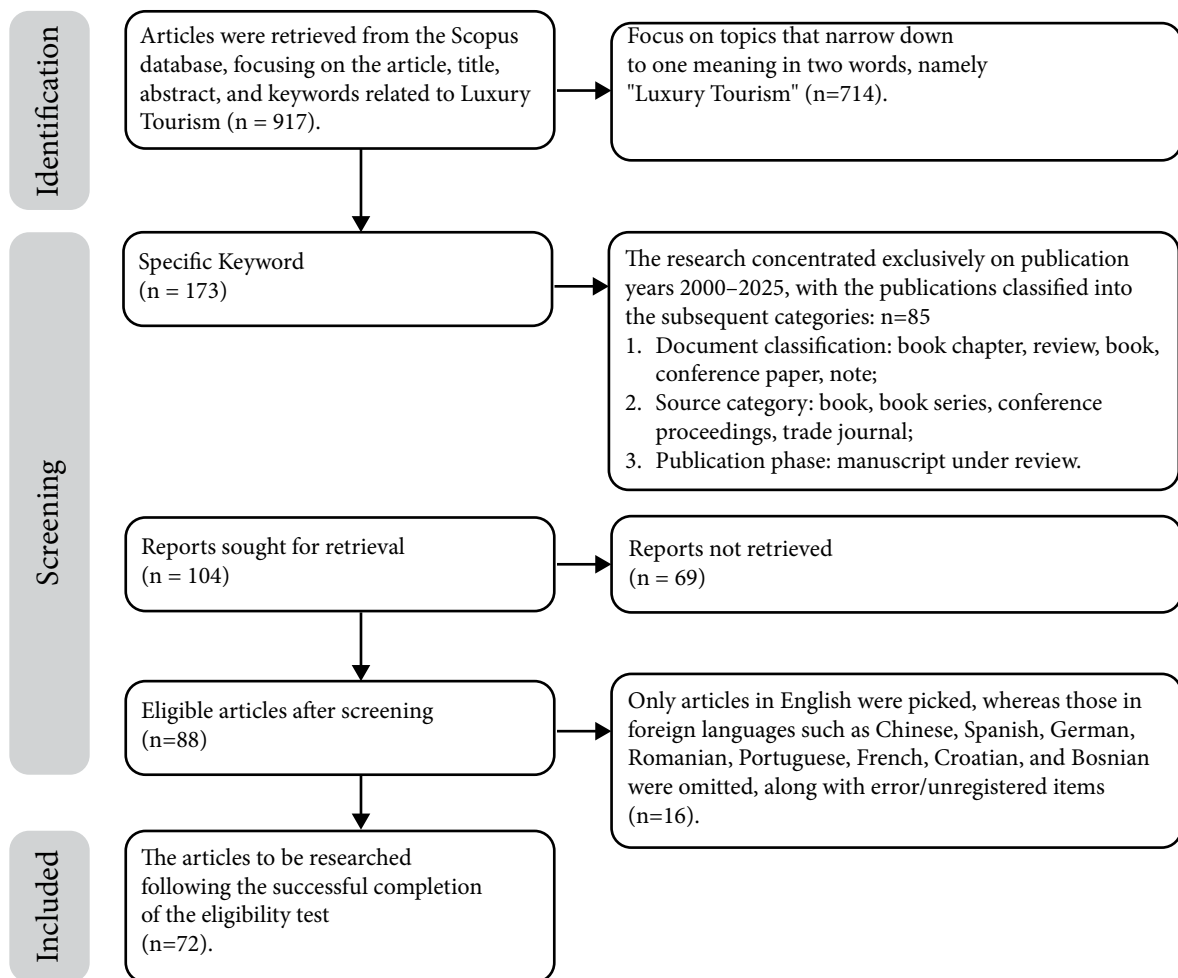


Figure 1 SLR Preferred Reporting Items for PRISMA

a discipline. The primary phases encompass data acquisition from databases, data sanitization, examination of publications, citations, author collaborations, keyword analysis, and visualization through software. The authors employed the vosviewer program as a tool that significantly facilitated the methodical and objective mapping of research advancements, identification of prominent authors or institutions, and discovery of fresh research prospects (Hassan & Duarte, 2024; Moral-Muñoz et al., 2020).

Data Collection

This research is a mixed methods approach that integrates an SLR with bibliometric analysis. This combi-

nation aims to achieve a thorough understanding of the study issue by a systematic review of pertinent literature and quantitative analysis of scientific publishing trends. The data sources and collection methods employed in this investigation consisted of scientific papers indexed in the Scopus database. Search keywords were methodically organized based on the research subject, such as “Luxury Tourism”. This work used the bibliometric analysis method in accordance with the PRISMA methodology to guarantee a systematic, transparent, and replicable approach (Fan et al., 2024). The search methodology adhered to the PRISMA guidelines, encompassing the phases of identification, screening, eligibility evaluation, and inclusion.

Data were exclusively sourced from the Scopus database, commencing with the identification of keywords and the establishment of inclusion and exclusion criteria pertinent to the research topic (Elnakeeb & Elawadly, 2025).

Data were subsequently extracted and quantitatively analysed to discern publication trends, countries, research topics, research methodologies, analytical techniques, data collection methods, citation frequency, prolific journals, research methodologies, network visualization (keywords and countries), overlay visualization, and density visualization. Network analysis was performed utilizing VOSviewer software to delineate author collaboration (co-authorship), co-citation, bibliographic coupling, and keyword co-occurrence, aiming to elucidate intellectual structures and principal topics inside the research domain (Elnakeeb & Elawadly, 2025). The analytic results were visualized through network maps and trend graphs to elucidate collaboration patterns and issue developments (Monoarfa et al., 2024). The validation and interpretation of the results involved comparing the findings with relevant literature and recognizing the limitations of the investigation due to reliance on a single database (Nyulas et al., 2025). This methodology has been extensively employed in recent bibliometric studies, which underscores the incorporation of PRISMA to enhance transparency and impartiality in bibliometric analysis.

Results and Discussion

Theory and Concept

Research on luxury tourism presented in Table 1 demonstrates a variety of approaches and methodology. Some investigations utilized secondary data, including literature, policy papers, and historical archives (Scheyvens, 2002; Krauss, 2019), whereas others employed primary data via surveys, trials, or interviews (Chen & Peng, 2014; Seo et al., 2021). The analytical techniques employed are diverse, encompassing qualitative methods like discourse analysis and ethnography, as well as quantitative ones such as Structural Equation Modelling (SEM) and regression analysis.

Certain studies employ mixed methods, integrating qualitative and quantitative approaches to achieve

a comprehensive understanding, exemplified by the research conducted by Correia et al. (2020), which utilized SEM and content analysis. Current trends indicate a growing utilization of digital data, including online reviews and social media, with sophisticated analytical methods such as machine learning and artificial intelligence (Tarquini-Poli & Klaus, 2025). This illustrates the adaptation of tourist research to technology advancements and the necessity for comprehensive data analysis.

Luxury tourism research is continually advancing, integrating conventional methodologies with innovative techniques. Recent studies examine not only economic and consumer factors but also social, environmental, and cultural consequences. Interdisciplinary techniques are becoming prevalent, characterized by collaborations among social sciences, economics, technology, and environmental sciences to tackle intricate issues within the global tourism sector.

Data Source of Studies

Luxury tourism research data sources can be classified into primary and secondary categories. Secondary data, including literature, policy papers, and historical archives, are extensively utilized in retrospective or policy studies (Krauss, 2019; Thurlow, 2016). These sources offer substantial historical and political context; nevertheless, they are frequently constrained by accessible data and may not consistently reflect current information.

Conversely, primary data, including surveys, interviews, and experiments, are predominantly employed to comprehend the perspectives and behaviours of tourist stakeholders, such as customers and industry participants (Gupta & Kour, 2021; Lecchini et al., 2021). The benefit of primary data is its relevance and specificity, yet it necessitates greater time and money for collection. In recent years, digital data, including online reviews and social media, have emerged as prominent sources due to their accessibility and vast information availability (Angelini, 2023; She & Zheng, 2024).

Current trends demonstrate a growing utilization of both primary and secondary data to enhance study validity. For instance, certain studies employ second-

ary data for theoretical frameworks and primary data for empirical validation (Correia et al., 2020). This methodology facilitates more thorough study by integrating the advantages of both data kinds while mitigating their limitations.

Analysis Method of Studies

Tourism research employs diverse analytical methodologies, contingent upon the objectives and nature of the data utilized. Qualitative methods, including discourse and thematic analysis, are frequently employed to investigate policy narratives, stakeholder views, or cultural significances (d’Hauteserre, 2005; Eijdenberg et al., 2024). These methods enable researchers to investigate depth and context; however, the findings are challenging to generalize.

Quantitative approaches, including SEM, regression analysis, and various statistical studies, are frequently employed to investigate relationships between variables or forecast trends (Ahmad, 2014; Giannoni et al., 2020). These methodologies provide the advantage of generating generalizable conclusions; however, they frequently fail to capture social and cultural nuances. Certain studies employ a mixed methods approach to leverage the advantages of both techniques, exemplified as research utilizing SEM for statistical analysis alongside interviews for enhanced contextual depth (Correia et al., 2020).

Recent advancements in analytical methodologies encompass the application of computer tools, including machine learning and natural language processing (NLP), to examine unstructured data, such as online reviews and social media content (She & Zheng, 2024). This methodology is becoming increasingly popular because of its capacity to manage extensive data sets and discern patterns that are undetectable by conventional techniques.

Research Method of Studies

Research methodologies in tourist studies include several approaches, such as case studies, experiments, and literature reviews. Case studies are extensively employed to investigate certain phenomena within a defined context, such as the effects of tourism on a location (Bernard & Cook, 2015). This method offers

comprehensive insight but is constrained in its applicability.

Experiments, especially in consumer behaviour research, are employed to examine cause-and-effect interactions in controlled settings (Seo et al., 2021). Simultaneously, SLRs are extensively employed to consolidate findings from diverse prior studies, as demonstrated in the research conducted by Japutra et al. (2022). This approach is effective for pinpointing research deficiencies and prospective developments. Current trends indicate a growing utilization of technology-driven approaches, including big data analytics and machine learning (Liu et al., 2024). This enables researchers to examine extensive and intricate data, including internet reservation trends or social media sentiments. The integration of classic and novel methodologies is becoming prevalent, indicating a methodological advancement in tourist research.

Data Type of Research

Data types in tourist research can be categorized as qualitative and quantitative. Qualitative data, including interview transcripts, textual materials, or observational notes, are extensively utilized in interpretive research (Poljak Istenič & Fakin Bajec, 2021). This material is contextually rich but necessitates comprehensive study and is frequently subjective. Quantitative data, like survey findings or economic statistics, are predominantly utilized in research focused on assessing relationships or trends (Morando & Platania, 2022). This data’s advantage resides in its suitability for statistical analysis; however, it frequently fails to encapsulate social nuances. In recent years, unstructured data, including online evaluations and photos, has been widely utilized, facilitated by analytical techniques such as natural language processing and computer vision (She & Zheng, 2024).

The integration of qualitative and quantitative data (mixed methods approach) is increasingly favoured since it enables researchers to amalgamate comprehensive and extensive analysis. For instance, certain research employs quantitative surveys to assess broad trends and qualitative interviews to elucidate the underlying reasons behind those changes (Correia et al.,

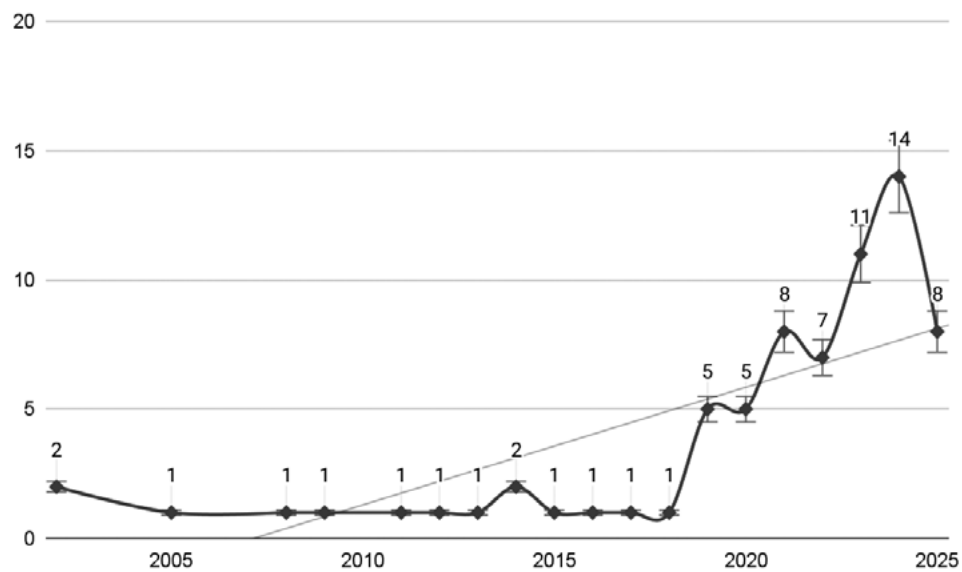


Figure 2 Trends in Luxury Tourism Research by Year of Publication

Amount of Article



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Figure 3 Countries with the Most Luxury Tourism Publications

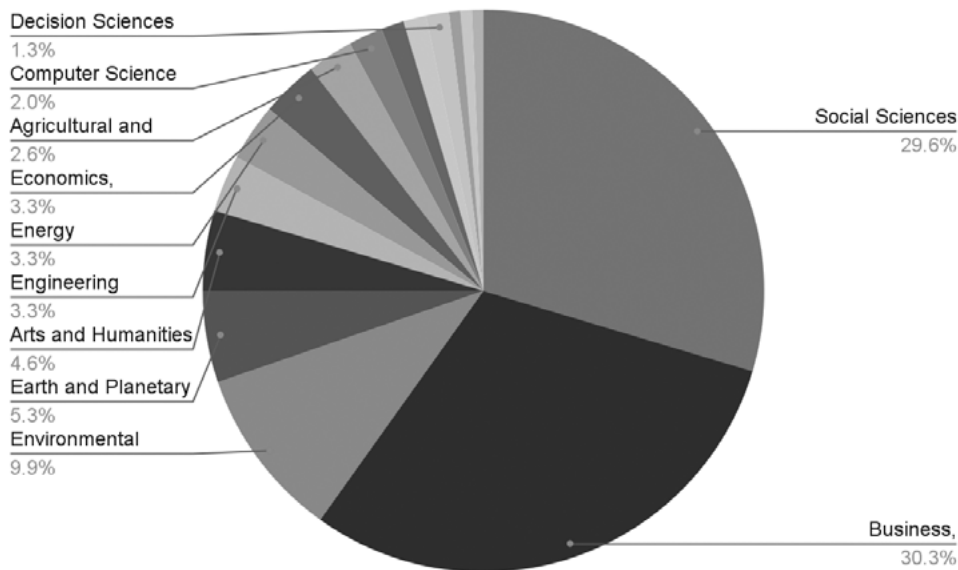


Figure 4 Subject Research

2020). This methodology offers a more integrated and thorough comprehension in luxury tourist research.

Descriptive Statistics

This study utilized data acquired from the Scopus database, downloaded on July 6, 2025, at 3:00 PM WIB. The dataset comprised 72 papers covering a 20-year period from 2000 to 2025, with the identification, screening, eligibility, and inclusion processes detailed in the Research Methods chapter. According to the data from the Scopus database presented in Figure 2, research pertaining to luxury tourism has been rather scarce during the past two decades, peaking in 2024 with 14 publications, while the most significant growth transpired between 2022 and 2023, yielding 4 articles. From 2005 to 2014, the quantity of articles effectively indexed by Scopus shows no growth.

Figure 3 illustrates that Italy, with 8 articles, was the leading nation of origin for published articles, followed by the United Kingdom, New Zealand, and China with 7 articles each, and the USA and Spain with 6 articles each, among others. Conversely, Indonesia has produced merely one article pertaining to luxury tourism. Figure 4 illustrates that, according to study subjects,

the 'Business' group predominates over others, comprising 30.3%, with the 'Social Sciences' category following at 29.6%. These themes pertain to scientific disciplines associated with the luxury tourism research topic. Moreover, luxury tourism intersects with earth and planetary sciences, art and humanities, environmental sciences, agricultural sciences, engineering, and other related fields, all of which constitute a significant convergence.

Figures 5, 6, and 7 delineate the research components primarily employed in luxury tourism papers indexed by Scopus, encompassing research methodologies, analytical techniques, and data collection procedures, as detailed below:

- Qualitative research was the predominant methodology, with 38 papers. Most researchers utilized case studies, literature reviews, and ethnographic investigations. The second most prevalent research approach was quantitative, with 29 publications, followed by mixed methods research, which included 5 articles.
- In this analysis, researchers classified the research methodologies into five categories to streamline the diverse approaches employed in the papers.

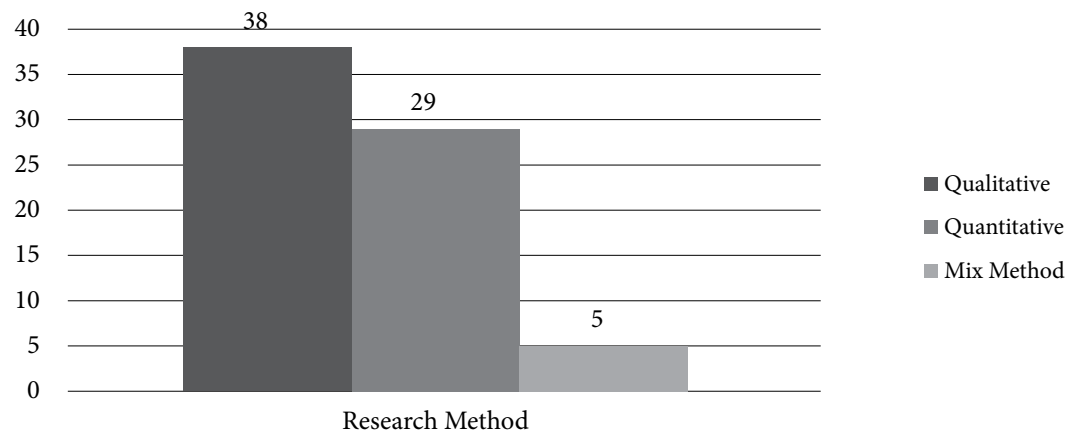


Figure 5 Research Method

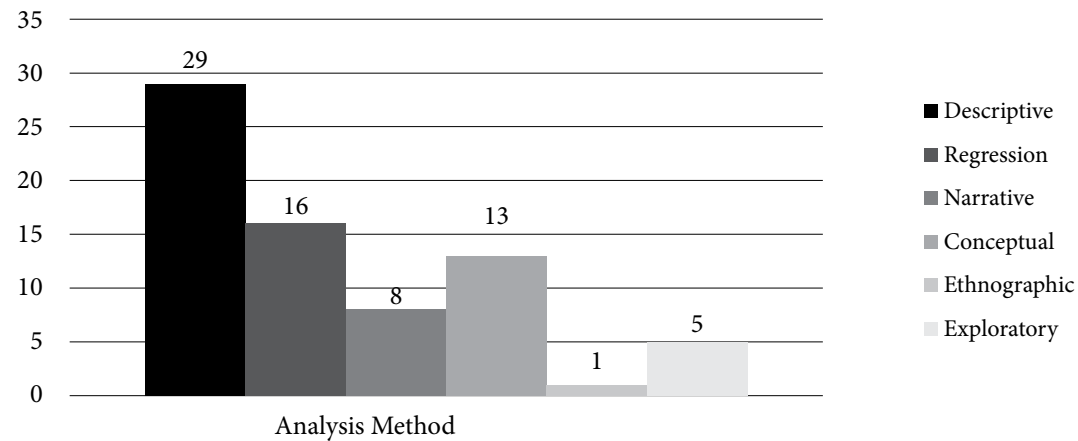


Figure 6 Analysis Method

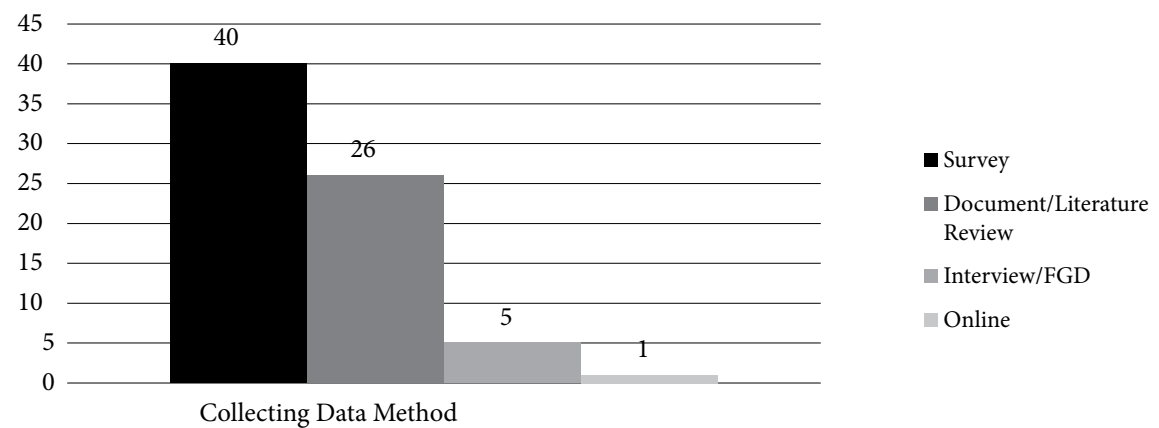


Figure 6 Analysis Method

Table 1 Top 10 Articles with the Most Citations

No	Title	Year	Journal	Country	Citation
1.	Backpacker tourism and Third World development	2002	Annals of Tourism Research	New Zealand	233
2.	The challenge of sustainable tourism development in the Maldives: Understanding the social and political dimensions of sustainability	2011	Asia Pacific Viewpoint	New Zealand	104
3.	Examining Chinese consumers' luxury hotel staying behaviour	2014	International Journal of Hospitality Management	United Kingdom	99
4.	Queering critical discourse studies or/and performing 'post-class' ideologies	2016	Critical Discourse Study	Switzerland	89
5.	The appeal of sustainability in luxury hospitality: An investigation on the role of perceived integrity	2021	Tourism Management	Italy	87
6.	Luxury tourism and regional economic development in Mexico	2012	Professional Geographer	Mexico	77
7.	Elite mobilities: The semiotic landscapes of luxury and privilege	2002	Social Semiotics	United States	77
8.	Examining the meaning of luxury in tourism: A mixed-method approach	2020	Current Issues in Tourism	Portugal	51
9.	Eco-tourism and luxury: The case of Al Maha, Dubai	2009	Journal of Sustainable Tourism	New Zealand	47
10	reconciling tourism development and conservation outcomes through marine spatial planning for a Saudi Giga-project in the Red Sea (the Red Sea project, vision 2030)	2020	Frontiers in Marine Science	Greece	45

The predominant method employed was descriptive research. Descriptive research approaches seek to methodically and properly depict a continuous occurrence, situation, or relationship without interfering or influencing variables. This research focuses on 'what' occurs, rather than 'why' or 'how' it occurs. The primary emphasis is on gathering data that delineates the traits, activities, alterations, or interrelations among phenomena observed in the natural environment (Nassaji, 2015). Regression analysis was the second most utilized method in this investigation, with 16 publications employed. Additional analytical methods, including conceptual, narrative, exploratory, and ethnographic analyses, were employed in the examination of data within luxury tourism studies.

- c) The primary data collection method for the subject of luxury tourism were surveys, used in 40 research articles. Surveys may be categorized as qualitative research methods when they are structured to gather narrative or descriptive data, exemplified by open-ended questions that enable respondents to offer comprehensive responses regarding their experiences, opinions, or perception (Braun et al., 2021). Besides surveys, the data gathering methods employed in these publications comprised a literature analysis of 26 papers, interviews / focus group discussions from 5 articles, and an online review of 1 article.

Table 1 enumerates the periodicals most referenced by researchers. The *Annals of Tourism Research* features an article titled 'Backpacker Tourism and

Third World Development' published in 2002, which has received the highest number of citations, totalling 233. This study examines the impact of backpacker travellers on the local economy in relation to luxury tourists. The research employs a qualitative methodology utilizing secondary data collection techniques and several literature evaluations encompassing prior studies, governmental legislation, and visitor behaviour. The second most frequently cited journal is *Asia Pacific Viewpoint*, with 104 citations, followed by the *International Journal of Hospitality Management*, which has 99 citations.

Discussion

This research employed the vosviewer application for data management and visualization. vosviewer is utilized to generate, visualize, and evaluate bibliometric maps of scientific data, illustrating correlations among publications, authors, or keywords in the research literature (van Eck & Waltman, 2017). Figure 8 illustrates eight clusters of 59 items derived from 415 keywords, with a minimum occurrence of each term being two. The specifics of each cluster are elucidated as follows:

1. Cluster I (designated by red and 13 keywords)

The study indicated that the articles are intricately connected to cultural heritage, cultural tourism, economic conditions, gentrification, heritage, heritage tourism, Mexico, political power, regional development, tourism, tourist development, and tourism management. This cluster examines substantial transformations in a region resulting from tourism operations, encompassing the socio-cultural dimensions of the community. Their discourse encompasses the government's anticipation of delivering equitable focus to the commercial sector, the community, and the environment within its policies. Moreover, internal corporate management must comprehend the motives and preferences of luxury tourists to develop suitable and appealing marketing initiatives.

2. Cluster II (designated by green and comprising 10 keywords)

The study indicated that the articles were intricately connected to economic development, well-being, conspicuous consumerism, luxury hotels,

luxury shopping, luxury yachts, luxury tourism, social standing, tourist behaviour, and Chinese tourists. This cluster examines the types, qualities, characteristics, and behaviours of luxury tourists, the selected activities during their travels, and the impact of these activities, including their contribution to community well-being.

3. Cluster III (designated by dark blue and comprising 9 keywords)

The study indicated that the articles were intricately connected to COVID-19, customer experience, hospitality, the hospitality sector, luxury, luxury hospitality, the Maldives, marketing, and sustainable tourism. This cluster examined management preparedness to accommodate and serve various luxury tourists, notably during the COVID-19 pandemic disruption. Moreover, it was discovered that luxury tourists exhibited a greater interest in organizations that communicated information pertaining to the execution of sustainable practices, since this reflected the company's credibility in its dedication to sustainability. The data collection methods employed in this instance involved information acquisition on the internet, encompassing comments and responses, and field observations.

4. Cluster IV (designated by yellow and comprising seven keywords)

The study indicated that the articles were intricately connected to experience luxury, Finland, perception, tourism economics, tourism market, tourism attraction, and tourism destination. This cluster examines the tourism industry's viewpoint on delivering optimal service to luxury travellers, encompassing the selection of attractions and destinations, expenditure patterns, vacation frequency, motivations, and additional factors, while also promoting the formulation of targeted marketing strategies for this demographic.

5. Cluster V (designated by purple and comprising seven keywords)

The study indicated that the articles pertained to consumer behaviour, the hotel sector, loyalty, luxury consumption, luxury accommodations, travel behaviour, and travel motivation. This cluster ex-

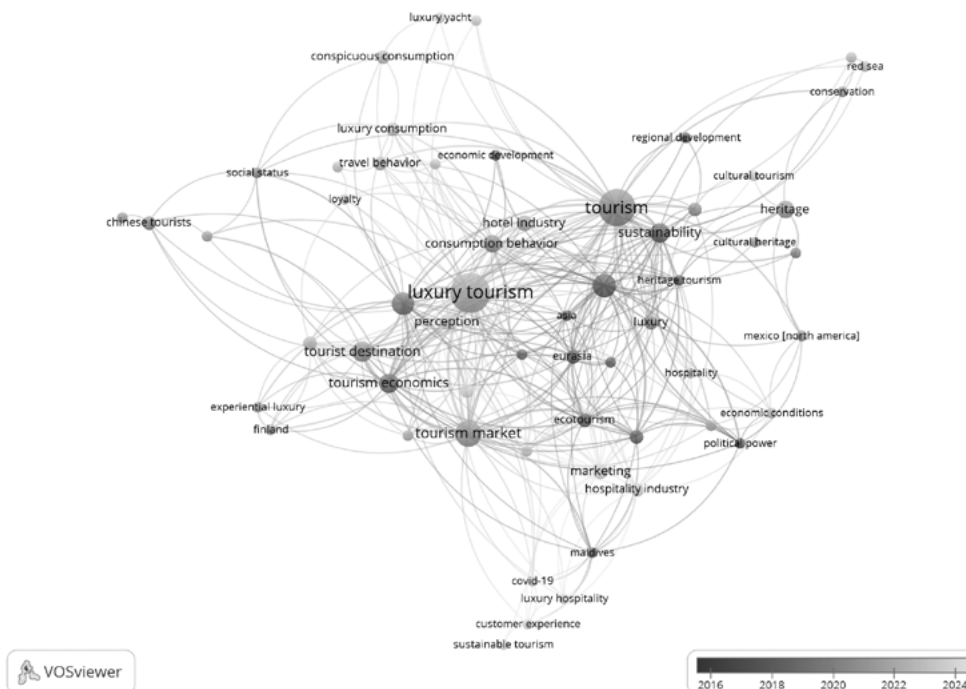


Figure 9 Overlay Visualization

legislation. Additionally, it examines how luxury tourism employs social media to cultivate its image, establish connections with affluent clients, and integrate sustainability storylines. The informative function of social media is crucial, and tactics emphasizing content quality, authenticity, and prompt engagement can foster loyalty and enhance brand perception.

Figure 9, Overlay Visualization, depicts the research keywords according to colour, indicating that lighter hues (yellow) signify more recent publications, while darker hues (purple) denote older publications. Articles published in 2025 predominantly emphasize customer experience, luxury hospitality, marketing, social media, perception, and sustainable tourism. This suggests that stakeholders are increasingly prioritizing the creation of memorable experiences for consumers, particularly by promoting sustainable tourism practices through their products across various social media platforms, utilizing contemporary

strategic marketing approaches aimed at luxury tourists.

Figure 10 demonstrates that the prevalent phrases associated with this topic include tourism, tourism market, tourist destination, tourism economics, sustainability, and historical tourism. This illustrates the intricate connection between luxury tourism and various elements of the tourism product or attraction, encompassing its effects and developmental concepts.

Figure 11 depicts international research collaboration on luxury travel, with a minimum criterion of two documents. The nation of origin will be displayed if it produces a minimum of two Scopus-indexed articles. The vosviewer analysis produced four interconnected clusters.

1. Cluster I comprises five nations: Australia, Belgium, Fiji, France, and Japan;
2. Cluster II comprises five nations: New Zealand, Slovenia, South Korea, Spain, and the United Arab Emirates;

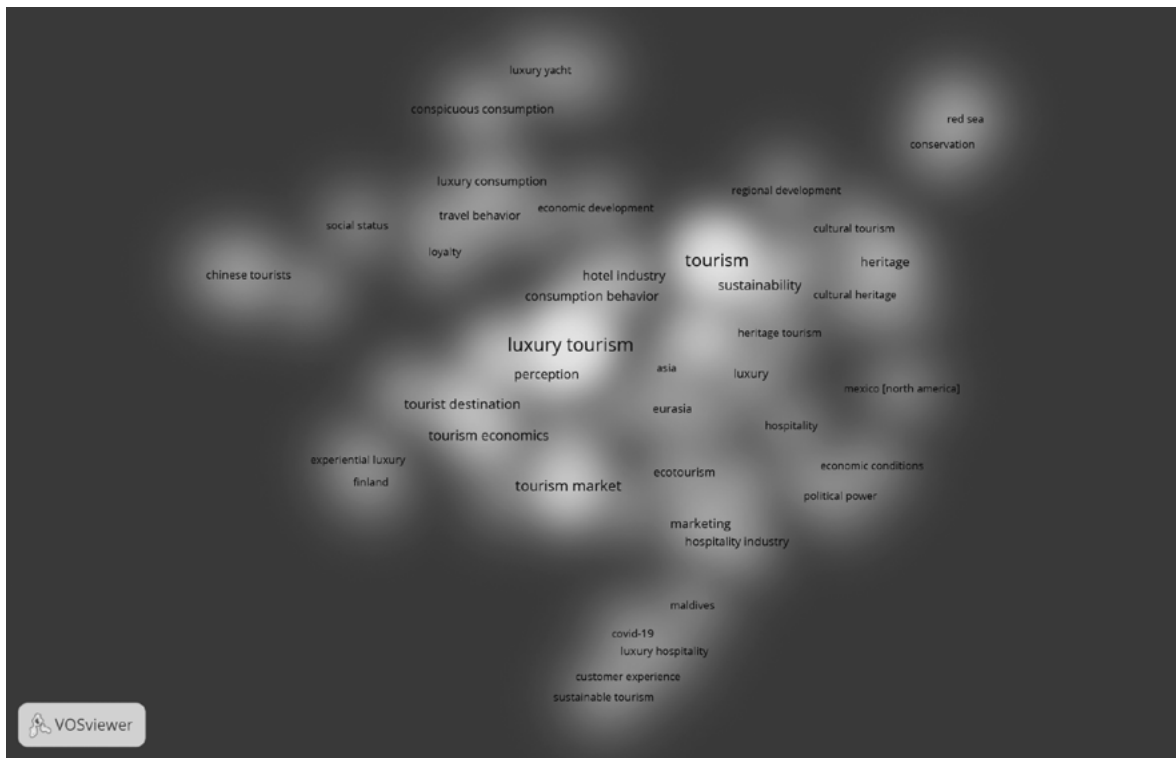


Figure 10 Density Visualization

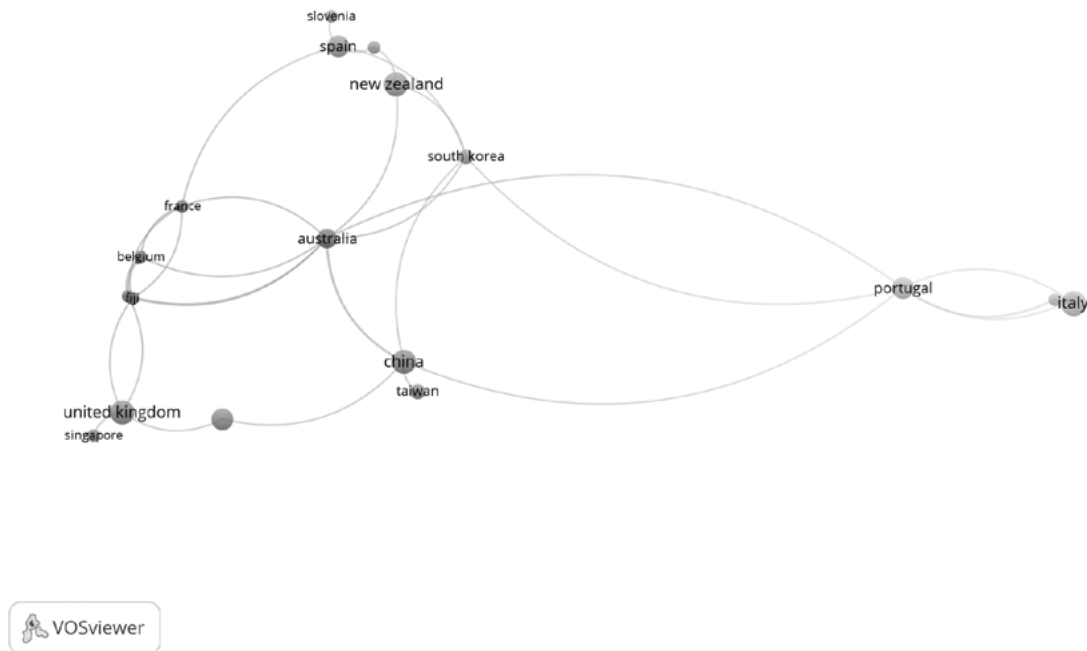


Figure 10 Density Visualization

3. Cluster III comprises five nations: China, Singapore, Taiwan, the United Kingdom, and the United States;
4. Cluster IV comprises four nations: Italy, Portugal, South Africa, and Turkey.

Conclusion

Luxury tourism research depends on both primary and secondary data sources to provide thorough and credible results. Secondary data, like literature and policy papers, offer historical and contextual insights but may lack contemporary relevance. Primary data, such as surveys and interviews, provide current and detailed information but necessitate greater resource allocation for collection. Digital data, such as online reviews and social media, have gained prominence owing to their accessibility and extensive range. Analytical methods differ, with qualitative approaches such as theme analysis examining depth and context, whilst quantitative methods like SEM and regression facilitate generalizable results. Emerging technologies, including machine learning and natural language processing, are transforming data analysis by revealing patterns in unstructured data. Research strategies encompass case studies, experiments, and systematic reviews, with an increasing inclination towards the amalgamation of conventional and technology-driven methods such as big data analytics.

Luxury tourism research employs three main categories of data – qualitative, quantitative, and unstructured – each possessing unique advantages and limits. Qualitative data, shown by interviews, provide profound contextual insights yet are inherently subjective, whereas quantitative data, such as survey results, facilitate statistical analysis but may neglect social subtleties. Unstructured data, such as internet evaluations, is progressively evaluated utilizing sophisticated methods like natural language processing (NLP). Mixed-methods approaches are increasingly popular, integrating qualitative depth with quantitative breadth to offer a more comprehensive understanding. This amalgamation of varied data sources, analytical methods, and research approaches illustrates the dynamic and interdisciplinary character of

luxury tourist studies, striving to reconcile specificity with generalizability while utilizing technology innovations for enhanced insights.

This study indicated that publications on luxury tourism have been rather few during the past twenty years, reaching a maximum of 14 papers in 2024. Substantial growth transpired between 2022 and 2023, but the 2005–2014 interval exhibited minimal advancement. Italy had the largest contribution with 8 articles, followed by the UK, New Zealand, and China with 7 articles each, and the US and Spain with 6 articles each. Concurrently, Indonesia generated a singular article, underscoring the research deficiency in poor nations. Luxury tourism study is primarily characterized by Business, Management, and Accounting (30.3%) and Social Sciences (29.6%), while also encompassing environmental sciences, art, and earth sciences. Qualitative research methods (38 publications) were employed more frequently than quantitative methods (29 articles) or mixed methods (5 articles), with descriptive approaches being the predominant kind. Data gathering predominantly involved surveys (40 studies), followed by literature reviews (26 articles) and interviews (5 articles).

Recent studies have focused on luxury tourism products, including yachts, and strategies for accommodating luxury tourists, such as specialized services by the tourism sector, marketing techniques, and key communication strategies for sustainable tourism aimed at shaping perceptions and crafting distinctive and authentic customer experiences. These subjects remain relatively constrained and hence necessitate additional investigation and advancement, which may serve as a foundation or input for subsequent research. One strategy is to investigate target markets with varied attributes to harness the potential of luxury travellers, including those from China, Europe, and other nations. Moreover, further investigation is required into strategies for developing experienced luxury products and examining many external elements that impact luxury tourist development, including political, economic, social, and cultural influences.

Appendix

Table 2 List of articles in the reviewed literature

Author	Data Source	Analysis Method	Research Method	Data Type
Scheyvens (2002)	Tourism development literature	Literature Analysis	Theoretical Analysis	Secondary
Brenner and Aguilar (2002)	Regional data & policies	Geographical Analysis	Qualitative and Spatial	Secondary
d'Hautesserre (2005)	Public policy & official narrative	Discourse Analysis	Qualitative Discourse	Secondary
Andersen et al. (2008)	Home survey & electricity consumption	Energy Consumption Model	Quantitative	Primary
Ryan and Stewart (2009)	Al Maha resort data	Branding & CSR Analysis	Secondary Case Study	Secondary Case Study
Scheyvens (2011)	Secondary data (government, documents, political developments) + interviews	Qualitative Narrative Analysis	Qualitative case study: Interviews, policy documents, tourism statistics	Qualitative case study: Interviews, policy documents, tourism statistics
Thurlow and Jaworski (2012)	Elite spatial & symbolic observation	Semiotic Analysis	Visual Semiotics: Primary	Visual Semiotics: Primary
Tekken et al. (2013)	Saidia Resort Field Data, Climate Statistics	Water Demand Analysis, Management Scenarios	Quantitative modelling-based study: Per capita water consumption data on tourism and climate	Quantitative modelling-based study: Per capita water consumption data on tourism and climate
Chen and Peng (2014)	Luxury Hotel Consumer Respondents	Structural Equation Modelling	Quantitative survey (Value-Attitude-Behaviour Model): Primary survey of 368 Chinese consumers	Quantitative survey (Value-Attitude-Behaviour Model): Primary survey of 368 Chinese consumers
Ahmad (2014)	Western Tourists in India	Regression & Factor Analysis	Quantitative Social Theory: Primary	Quantitative Social Theory: Primary
Bernard and Cook (2015)	Denarau Resort, Fiji	Infrastructure Risk Analysis	Secondary Case Study	Secondary Case Study
Thurlow (2016)	Queer Literature and the Elite Class	Critical Discourse Analysis	Critical Discourse: Secondary	Critical Discourse: Secondary
Escobedo (2017)	Heritage Cities in Mexico	Observation + Narrative	Urban Study: Secondary	Urban Study: Secondary
Correia et al. (2018)	314 Chinese Tourists	Ordered Probit Model	Quantitative – Survey: Primary	Quantitative – Survey: Primary
Hunter-Pazzara (2019)	Mexican E-Festival	Observation + Narrative	Urban Ethnography: Primary	Urban Ethnography: Primary
Krauss (2019)	Transformation of the Island of Capri	Heritage Study	Historical Architectural: Secondary	Historical – Architectural: Secondary
Iloranta (2019)	11 Tourism Industry Players	Interviews & Thematic Analysis	Industry Narrative: Primary	Industry Narrative: Primary
Pié et al. (2019)	Hotel Financial Reports	Ratio & Profitability	Quantitative Financial: Secondary	Quantitative – Financial: Secondary

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d’Hauteserre (2005)	Public policy & official narrative	Discourse Analysis	Qualitative Discourse	Secondary
Andersen et al. (2008)	Home survey & electricity consumption	Energy Consumption Model	Quantitative	Primary
Ryan and Stewart (2009)	Al Maha resort data	Branding & CSR Analysis	Secondary Case Study	Secondary Case Study
Scheyvens (2011)	Secondary data (government, documents, political developments) + interviews	Qualitative Narrative Analysis	Qualitative case study: Interviews, policy documents, tourism statistics	Qualitative case study: Interviews, policy documents, tourism statistics
Thurlow and Jaworski (2012)	Elite spatial & symbolic observation	Semiotic Analysis	Visual Semiotics: Primary	Visual Semiotics: Primary
Tekken et al. (2013)	Saidia Resort Field Data, Climate Statistics	Water Demand Analysis, Management Scenarios	Quantitative modelling-based study: Per capita water consumption data on tourism and climate	Quantitative modelling-based study: Per capita water consumption data on tourism and climate
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Bernard and Cook (2015)	Denarau Resort, Fiji	Infrastructure Risk Analysis	Secondary Case Study	Secondary Case Study
Thurlow (2016)	Queer Literature and the Elite Class	Critical Discourse Analysis	Critical Discourse: Secondary	Critical Discourse: Secondary
Escobedo (2017)	Heritage Cities in Mexico	Observation + Narrative	Urban Study: Secondary	Urban Study: Secondary
Correia et al. (2018)	314 Chinese Tourists	Ordered Probit Model	Quantitative – Survey: Primary	Quantitative – Survey: Primary
Hunter-Pazzara (2019)	Mexican E-Festival	Observation + Narrative	Urban Ethnography: Primary	Urban Ethnography: Primary
Krauss (2019)	Transformation of the Island of Capri	Heritage Study	Historical Architectural: Secondary	Historical – Architectural: Secondary
Iloranta (2019)	11 Tourism Industry Players	Interviews & Thematic Analysis	Industry Narrative: Primary	Industry Narrative: Primary
Pié et al. (2019)	Hotel Financial Reports	Ratio & Profitability	Quantitative Financial: Secondary	Quantitative – Financial: Secondary

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Author	Data Source	Analysis Method	Research Method	Data Type
Riensch et al. (2019)	Cost Alegre Region	Observation, Survey, Interview	Qualitative – Participatory: Primary	Qualitative – Participatory: Primary
Correia et al. (2020)	Survey + Traveller Narratives	SEM + Content Analysis	Mixed Methods: Primary	Mixed Methods: Primary
Navarrete Escobedo (2020)	Historic Districts	Observation + Airbnb Data	Urban Ethnography: Primary	Urban Ethnography: Primary
Pastor et al. (2020)	Mendoza Vineyards	Interviews + Observation	Agrarian Ethnography: Primary	Agrarian Ethnography: Primary
Chalastani et al. (2020)	Red Sea Project	Marine Spatial Planning	Spatial + Policy Study: Secondary	Spatial + Policy Study: Secondary
Giannoni et al. (2020)	Country Macro Tourism Data	Regression Model	Econometric Panel Data: Secondary	Econometric Panel Data: Secondary
Noroozi (2021)	Iranian Tourism	Strategic Literature Review	Strategic Descriptive: Secondary	Strategic Descriptive: Secondary
Seo et al. (2021)	3 Mindset Experiments	ANOVA, Psychological Manipulation	Psychological Experiment: Primary	Psychological Experiment: Primary
Amatulli et al. (2021)	Luxury Hotels	Moderation & Mediation	Online Experiment: Primary	Online Experiment: Primary
Gupta and Kour (2021)	365 Indian Respondents	SEM	Quantitative – SEM: Primary	Quantitative – SEM: Primary
Thirumaran et al. (2021)	10 Years of Literature	NVivo, Thematic Analysis	Literature Review: Secondary	Literature Review: Secondary
Lecchini et al. (2021)	Coral Reefs 2006–2019	Longitudinal Analysis	Environmental Monitoring: Primary	Environmental Monitoring: Primary
Poljak Istenič and Fakin Bajec (2021)	Local Culinary Tourism	Discourse	Secondary Cultural Studies	Secondary Cultural Studies
Naipeng et al. (2021)	332 Respondents	SEM SmartPLS	Quantitative – Primary Survey	Quantitative – Primary Survey
Angelini (2023)	11 Tourism Service Providers	Thematic Analysis	Qualitative – Primary Industry	Qualitative – Primary Industry
Japutra et al. (2022)	10 Years of Literature	Framework Synthesis	SLR	SLR
Yang et al. (2022)	117 Countries (2020–21)	Fixed Effects Panel	Secondary Panel Data – Secondary Economics	Secondary Panel Data – Secondary Economics
Ramón-Cardona and Sánchez-Fernández (2022)	Ibiza Island	Tourism Potential Evaluation	Secondary Cultural Heritage Study	Secondary Cultural Heritage Study
Morando and Platania (2022)	415 Korean Tourists	SEM	Quantitative – Primary SEM	Quantitative – Primary SEM
Geerts and Masset (2022)	Users & Managers of the Private Sales Site	Analysis Thematic	Exploratory Qualitative (2-stage) Primary (consumer & manager interviews)	Exploratory Qualitative (2-stage) Primary (consumer & manager interviews)

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Author	Data Source	Analysis Method	Research Method	Data Type
Lai et al. (2022)	Online Traveller Community	PLS-SEM	Quantitative Survey Primary (questionnaire)	Quantitative Survey Primary (questionnaire)
Angelini (2023)	1,061 Guest Reviews	Content analysis & cause-and-effect diagrams	Exploratory Qualitative Secondary (Booking.com reviews)	Exploratory Qualitative Secondary (Booking.com reviews)
Santos et al. (2023)	Academics and Practitioners	Thematic analysis		
Connors (2023)	Yacht Industry & Luxury Tourism Data	Narrative analysis	Qualitative (Focus Group) Primary	Qualitative (Focus Group) Primary
Nabi (2023)	Australian Tourists	Cluster Analysis & ANOVA	Historical (business history approach) Secondary Archives	Historical (business history approach) Secondary Archives
Gil-Cordero et al. (2023)	Luxury Goods Consumers	PLS-SEM & fuzzy-set QCA	Quantitative Primary (481 respondents)	Quantitative Primary (481 respondents)
Lopes et al. (2023)	Web of Science	Bibliometric analysis (co-citation, cluster)	Mixed method (PLS-SEM & fsQCA) Primary	Mixed method (PLS-SEM & fsQCA) Primary
Williams (2023)	Well-Being & Superyacht Publications	Narrative synthesis	Bibliometric study Secondary data (340 WoS articles 1993–2022)	Bibliometric study Secondary data (340 WoS articles 1993–2022)
Motoki et al. (2023)	Mechanical Turk Experiment & linguistic brand framework	Descriptive statistics + regression	Conceptual review of literature synthesis Secondary data (literature and superyacht studies)	Conceptual review of literature synthesis Secondary data (literature and superyacht studies)
Kemp and Dłużewska (2023)	Academic literature & industry reports	Conceptual narrative analysis	Quantitative experiment & linguistic analysis Primary survey data + secondary literature data	Quantitative experiment & linguistic analysis Primary survey data + secondary literature data
Zain et al. (2023)	Luxury tourist respondents via social media	PLS-SEM (Partial Least Squares SEM)	Critical & conceptual review Secondary data (tourism & market theory) (high-end)	Critical & conceptual review Secondary data (tourism & market theory) (high-end)
Gladkikh and Séraphin (2023)	Contributions to publications on the topic of luxury yachting	Qualitative model synthesis	Primary quantitative online survey: 256 respondents (questionnaire via snowball sampling)	Primary quantitative online survey: 256 respondents (questionnaire via snowball sampling)
Katayama et al. (2024)	Water from rivers and references (WWTP and reference locations)	ANOVA	Synthesis review (thematic paper) Literature and articles in luxury yachting special issues	Synthesis review (thematic paper) Literature and articles in luxury yachting special issues
Michael and Fusté-Forné (2024)	Official hotel Instagram in the UAE	Content & semiotic analysis	Quantitative field study: Physicochemical & nutrient (N, P) data from 7 sampling sites	Quantitative field study: Physicochemical & nutrient (N, P) data from 7 sampling sites
She and Zheng (2024)	Saudi Vision 2030	GIS-based analysis	Semiotic visual content analysis of 1,866 Instagram posts from 4 luxury hotels	Semiotic visual content analysis of 1,866 Instagram posts from 4 luxury hotels

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Author	Data Source	Analysis Method	Research Method	Data Type
Sestino et al. (2024)	Luxury yacht & hotel consumer respondents	Regression & moderation (perceived usefulness, status consumption)	(No suitable summary found; likely an energy systems study)	(No suitable summary found; likely an energy systems study)
Eijdenberg et al. (2024)	Tourism stakeholders in Phnom Penh & Siem Reap	Thematic analysis using stakeholder theory	Two primary quantitative experimental studies: consumer surveys (yachts & hotels)	Two primary quantitative experimental studies: consumer surveys (yachts & hotels)
Gaggio (2024)	Costa Smeralda resort archives, secondary sources	Narrative & historical analysis	Qualitative study: 26 in-depth interviews with industry stakeholders	Qualitative study: 26 in-depth interviews with industry stakeholders
Petrescu et al. (2024)	Consumer reviews from OTAs and luxury hotel reviews	fsQCA (fuzzy-set Qualitative Comparative Analysis)	Qualitative historical study: Historical archives, political documents, media from 1960 to 1975	Qualitative historical study: Historical archives, political documents, media from 1960 to 1975
Liu et al. (2024)	Online survey with AI scenario implementation	Structural Equation Modelling (SEM)	Quantitative/comparative: Hundreds of online reviews from hotel platforms	Quantitative/comparative: Hundreds of online reviews from hotel platforms
Kaushal and Yadav (2024)	Consumer reviews on TripAdvisor	Sentiment & thematic analysis using NVivo and Leximancer researchgate.netouci.dntb.gov.ua +15researchgate.net +15deepdyve.com +15	Quantitative primary survey: tourist respondents, AI recommendation scenario	Quantitative primary survey: tourist respondents, AI recommendation scenario
Cunha et al. (2024)	Luxury hotel users in Portugal & Spain, booking platform data	[Is this meant to be blank?]	Exploratory quantitative (online review analysis): 4,302 real-time TripAdvisor reviews	Exploratory quantitative (online review analysis): 4,302 real-time TripAdvisor reviews
Lillie (2024)	School archives, space branding, global image	Descriptive statistics, geographic analysis of online bookings, multivariate regression	Exploratory quantitative (survey and secondary data) Booking behaviour dataset Online & AI applications	Exploratory quantitative (survey and secondary data) Booking behaviour dataset Online & AI applications
Besser et al. (2024)	Israeli online community respondents	Bourdieu's cultural analysis (materiality, symbolic capital)	Qualitative cultural-geographic study: Archival data & observations of elite schools	Qualitative cultural-geographic study: Archival data & observations of elite schools
Tedesco et al. (2024)	Venice case study: city centre, small islands, periphery land	MANOVA, correlation, parallel multiple mediation (PROCESS macro)	Quantitative (mediation analysis): Survey (n=1,342 Israelis)	Quantitative (mediation analysis): Survey (n=1,342 Israelis)
Shang and Li (2024)	Consumer Confidence Index statistics, tourism market data	Narrative analysis based on a geographic-territorial framework	Qualitative case study: Archival documents, observations of city areas	Qualitative case study: Archival documents, observations of city areas
Manfreda and Harkison (2025)	Stakeholders: guests, staff, local community in luxury lodges	Comparative statistical analysis (recession vs. prosperity)	Quantitative comparative: National economic data & consumer behaviour survey	Quantitative comparative: National economic data & consumer behaviour survey

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Author	Data Source	Analysis Method	Research Method	Data Type
Ku et al. (2025)	Online questionnaire	Thematic analysis – reciprocal hospitableness model	Qualitative multiple case study: Lodge stakeholder interviews and observations	Qualitative multiple case study: Lodge stakeholder interviews and observations
Voltas et al., (2002)	Practitioner data and company documents	Partial Least Squares Regression (PLS-SEM)	Quantitative survey: 213 tourist respondents	Quantitative survey: 213 tourist respondents
Chen et al. (2025)	Retail & ERP company dataset	Statistical + thematic analysis	Mixed survey + interviews: Primary: Manager survey (Europe) + interviews	Mixed survey + interviews: Primary: Manager survey (Europe) + interviews
Tarquini-Poli and Klaus (2025)	Slow-yachting participants (clients & providers)	Machine learning, predictive regression	Quantitative study: Retail/distribution data, digitalization variables	Quantitative study: Retail/distribution data, digitalization variables
Veilleux and Sarrašin (2025)	Thailand national statistics & stakeholders Local	Thematic analysis	Exploratory qualitative study: Interviews & observations on a yachting trip	Exploratory qualitative study: Interviews & observations on a yachting trip
Huang et al. (2025)	Social media and travel forum respondents	Descriptive statistics + thematic analysis	Mixed method: Tourism economic data + stakeholder interviews	Mixed method: Tourism economic data + stakeholder interviews
Ismail et al. (2025)	Inbound travel agents in Malaysia	SEM + ANOVA	Quantitative experiment: Experimental survey of forum users	Quantitative experiment: Experimental survey of forum users

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